

PAYROLLS OF EL PASO'S AUTO DEALERS ARE \$400,000 YEARLY

"Changes Among Dealers Have Been Numerous; New 'Gas Row' Is Opened On West San Antonio Street and Dealers Have Now Invaded Montana Street; Many Managerial Changes.

CHANGES have been numerous on El Paso's "gas row" within the past 12 months. There has been a general trend toward advancement of the business and a specialization in agencies. The automobile business is fast getting on the footing where the factories "hand pick" their agencies and want only business men who will undertake the agency on a proper basis.

Many people have a vague idea that agencies are made by automobile dealers every year. Such is not the case. The majority of the El Paso distributors closed their books for the fiscal year with a nice balance on the right side of the ledger, but when it is considered that some of these firms did a business of a half million dollars to earn a net profit of \$2000 or so, the percentage of profit is not large. Selling automobiles requires not only salesmanship but a general business knowledge.

Several Agency Changes. There were several agency changes in the past year and several new makes of cars were introduced to El Paso. The Grant "six" was brought in by the Southern Motor company, the Marmon by the Franklin Motor car company, the Paige and Dori by the Tolteck Motor company, the Scripps-Borth and the Moon by the Pioneer Motor company, and the Allen by the Cactus Motor company.

The Southern Motor company started the year by introducing the Republic trucks and they have since then placed as a rapid seller among the different trucks represented here. The company delivered 42 in five months. While M. L. Niquin has represented the Veile line of both trucks and pleasure cars, it was not until recently that the truck line was pushed in El Paso, but the results of a hard campaign during the past few months have been very gratifying to Mr. Niquin and his staff.

Moreland Trucks Come Here. Quite recently the Tolteck Motor company took the agency for the Moreland distillate trucks, and is now opening a sales campaign. A few of these trucks have been operating here for several months with considerable success.

The Lone Star Motor company announces taking the agency for Federal trucks and the first shipment is now due. The Elliott-Garrett company introduced the Wichita line of trucks about a year ago and a large number of sales have been reported.

Attachments for converting Fords into one-ton trucks were brought to El Paso some eight months ago. Pete Eather handled the "Wright" attachment in connection with his used car business until he thought he saw some hard times ahead when the Mexican trouble loomed up on the horizon and retired from business. Then the Southwestern South Form-A Truck company brought the Smith Form-A Truck to the attention of the local truck users. This attachment has been one of the selling sensations of the year here.

New Comes the Amston. Another attachment, differing from the Form-A-Truck in that it is worn driven instead of having a chain drive, is the Amston, which is to be marketed locally by Mark & Young. The newcomer to the selling ranks during the year was, first, the Tolteck Motor company, which has large salesrooms in the new building, and sells the Paige and Dori cars and the Moreland line of trucks. Next came the Cactus Motor company, which has a large building in the new motor district, Mesa avenue. They brought the Allen to the southwest. The Southwestern Form-A-Truck company went to the Myrtle avenue section with the truck attachments. The Southern Motor company was purchased by David Busick and associates. They maintained the old salesrooms on Myrtle avenue. The West Texas Motor company was formed by S. G. Holterhoff, and took the Haynes agency and a location on Myrtle avenue. The El Paso Buick company opened Buick salesrooms on Myrtle avenue two weeks ago.

Shifting of Salesrooms. There has been considerable shifting around of salesrooms in the past year. There is now a movement to take the retail salesrooms out of the truck and it is freely predicted that another year will see more than half of the local dealers either on Mesa avenue or Montana street. The Veile agency is now on Montana, and leaves have been closed by a couple of other firms for buildings to be erected on that street. Only the demands of real estate men for high rentals is keeping many of the dealers from that district.

The Cactus Motor company led the way to new locations on Mesa avenue. Wiseman & Driscoll opened their Ford repair shops next door to the Cactus, and now the El Paso Buick company is temporarily located with Wiseman & Driscoll, pending the erection of a Buick building.

New West End District. About a year ago the Lone Star Motor company paved the way to a new automobile district on West San Antonio street, opening showrooms which remain the most elaborate in the city. The Elliott-Garrett company followed to this section and leased the whole ground floor of the large building at West San Antonio and Durango streets. Then came the Tri-State Motor company to its own building at Leon and West San Antonio. The Nauman Motor Sales company moved to the Leon building, opposite the Tri-State.

The Stewart Products Station took salesrooms at the corner of Santa Fe and West San Antonio and Fred H. Boardman's big used car showroom is across the street from the Lone Star.

There were also several changes in

management. M. A. Compton and M. J. Lyons now have charge of the Tolteck. M. J. Stuart is sale manager of the El Paso Auto Sales company and E. M. Ford is the general manager of the Oakland Auto Sales company.

Changes in Tire Dealers. There were changes, too, in the tire dealers. The Cactus Motor company brought in the General tire while the Savage was introduced here by J. M. Bonding of the Motor Car Supply company and the Tyrian by C. D. Freeman.

The Ross Rubber company came under the direct management of S. Z. Silversparks and moved to its own building at the corner of Texas and Kansas streets. This company also took the agency of Hartford tires, and continues to handle Kelly-Sprinfelds. D. C. Booth forsook the oil business for tires and is now the general local head of the Quick Tire Service which has large quarters on Texas street. The Rio Grande oil company entered both the oil and tire fields, but now confines its attention to oils and gasoline and is the big favorite home company.

The B. F. Goodrich company, realizing the vast possibilities of El Paso as an automobile center, entered El Paso with a branch, which is managed by C. R. Chapin. The death of manager Lewis left the Goodrich branch managerless open, and M. J. Fitzgerald is now in charge.

Among the Accessory Men.

The Cactus Motor company is also in the accessory business while the Motor Car Supply company is another newcomer in accessories. The Bordenland Auto Supply company moved across Kansas street into larger quarters, and James Howard, known to his intimates as "Jim," joined Ben L. Clements as a partner in this business. The Tri-State Motor company and the Western Motor Supply company both have shown big increases in accessory business. The Western Motor Supply company added to its lines the well known Portage tires a few months ago.

Many changes in garages were reported. In fact, they are too numerous for the limited space. Still & Baker, Wiseman & Driscoll and several other new repair firms entered the field. Charles Eather moved across Texas street to larger quarters, as did Mark & Young, who also added a line of Ford accessories.

The automobile business is now a big factor in El Paso trade. Just what amount the automobile men place in local circulation every month is hard to estimate, but it is safe to say that there are in the neighborhood of 200 families dependent on the automobile business of the city and that the payrolls of the different concerns will reach \$25,000 per month.

PROSPEROUS YEAR AHEAD OF EL PASO

E. M. Ford Says That Local Auto Business Will Set New Record in Next 12 Months.

"El Paso automobile dealers and distributors are now entering on a new business season and it is going to be the most prosperous in the history of the local concern," says E. M. Ford, general manager of the Oakland Auto Sales company. "While I was not in charge of pleasure car sales much of the old season, I believe that it was very good with the majority of the agencies, but I found that the uncertain border conditions had some effect on the truck business."

"The Mexican situation isn't settled yet but the presence of a real sized army on the border has had the effect of putting a stopper on the alarmists and business can now proceed on an even keel. And it will be 12 months of it, business, too."

Mr. Ford is laying plans for the largest Oakland season ever known in the southwest. The company will feature the Oakland "eights" and "nines" in the pleasure car line while H. C. Trucks will be the leaders in the commercial car department. It was an Oakland "six" which made a sensational gasoline test run recently under the auspices of The Herald. The car made a nonstop of 24 hours with an average gasoline consumption of a gallon for every 28.4 miles.

FORD CHANGES LINES OF CAR

Streamline Effect and New Radiator Will Greatly Change Appearance of "Fivers."

Announcement was made, Saturday morning, of an important change in the lines of Ford cars. The Tri-State Motor company announces that the new Fords will have streamline bodies and new radiators, which, together with crown fenders, will make the Fords take on a much different and sturdier appearance.

Report has had it that the new Ford would have electric starters and electric lights, but J. W. Kirkpatrick states that there is nothing to this report. The change is not to be changed in any way.

The next shipment of Fords to reach here will have the new bodies and there is considerable interest among the motorists whose chief objection to the Ford in the past was that "it looked like a Ford."

George Lenson, of Spokane, Wash., recently won the heat quarter section of land on the Colville Indian reservation for 25 cents when his name was drawn out first from a list of over 50,000 names.

TEST HARDNESS OF STEEL WITH BULLETS

Machines and devices for testing the materials that go into automobiles are being constantly developed and improved. A notable advance is the new Brinell steel testing machine, of which one of the finest examples in the country is installed in the laboratory of Dodge Bros. With this machine the hardness of the various steels that enter into Dodge cars is tested and careful checks are kept on all material. In testing a piece of steel it is placed in the machine and a small steel ball of great hardness is pressed into the piece to be tested. By the pressure exerted which is indicated on a gage and by the dimension of the impression made on the piece the operator is able to make comparison with certain standard figures and arrive at the exact hardness of the steel tested.

219,000 AUTOS ARE LICENSED IN OHIO

W. H. Walker, Ohio registrar of automobiles, in a report covering the year of July 22, reports owners to the number of 219,349 have registered cars. Despite a drop in the number of 4700 registered cars and dealers and manufacturers to the number of 2,800 were registered, making a total of 219,349, which is fully 10 per cent more than the number of motor vehicles registered in Ohio up to the same period in 1915. Mr. Walker believes that the total registered in the business state for 1916 will reach 250,000.

UNIFORM LAWS IN NEW JERSEY WANTED

At the recent convention of the New Jersey bar association, held at Atlantic City, proposals were made by judges and lawyers to fight for changes in the Jersey motor laws. Many reforms will be added to the existing motor laws, and an effort to make city, township and state laws uniform will be a feature.

AUTO NOT EXEMPT FROM DEBT ACTION

Under a decision handed down by the Tennessee supreme court motor cars do not come under the provision of the statute exempting assets and home drawn assets from attachment when used in the support of a family. A Memphis physician was sued for damages following an accident and an attachment was issued for his machine. The physician appealed on the ground that he used the machine in practicing his profession and that it was exempted by the provisions of the statute.

USE AUTO TO HAUL WHEAT IN HARVEST

The shorthorn of Gump to haul wheat to market and to elevators in Kansas is causing excitement in the north end of the motor trucks of the neighborhood. Even touring cars are being fitted with wagon beds for the purpose of getting the wheat away from the machines.

TEXAS GAINS FAST WITH 105,000 AUTOS

According to an estimate of the Dallas Automobile club, the state of Texas June 1 this year had in actual use and operation a total of 105,000 cars, an increase of 15,000 since January 1. These statistics are compiled once each year and are believed to be about correct.

THREE AID IN RECORD.

The Marmon stock car which, in July, made the trip from New York to San Francisco in five days, 15 1-2 hours, breaking all previous records by nearly two days, under the guidance of Samuel R. Stevens, was assisted in its arduous travels by its Silvertown tires. The great resilience of the Silvertown shoes helped to increase the car's speed, especially in those spots where the going was bad.

MISSOURI'S AUTOS GAIN 12,879 IN 1916

Motor car licenses in Missouri for the fiscal year which began January 1 had reached 39,229 June 30, according to report of secretary of state Roach. That is 12,879 more than for the entire previous year, as the numbering issued up to January 1, 1915, was 26,350. Roach credits 108,000 licenses for the year. Of the total St. Louis has 18,089 and Kansas City 10,437. Carter county has three machines. Last year it had one. Every county shows an increase for the five months.

Capt. James M. Mullins, a war prisoner in the camp at Dierkeitz, is probably the youngest British officer of his rank. He is not yet 18 years of age and commanded a battalion as a brevet major when he was captured in one of the battles near Loos.



Introducing the New Series Paige Fairfield "Six-46"

In the New Series Paige Fairfield "Six-46," we introduce the most completely equipped motor car that can be purchased on the American market—**absolutely irrespective of price.**

This is a broad claim—a sweeping claim. But like every other statement made in the announcements of this company, it is the actual, literal Truth. Any comparative investigation will establish the fact convincingly.

And, when we speak of "complete equipment," please understand that we refer to every luxury and convenience that can contribute to the comfort of motoring.

The New Series Fairfield is a complete car—a **finished** car. From every standpoint it represents the last word in elegance and luxury.

Right now we might attempt to describe for you the many features that have been added to this greatest of all light Sixes. Even a partial list of accessories would startle the man who believes that extreme motoring comfort is necessarily a matter of prohibitive cost.

But we do not purpose to confine ourselves to descriptions, for this is one instance where mere words fail completely.

To appreciate this car you must **see it, ride in it, drive it.** Then, and then only, can you understand what a thoroughly great achievement it represents. Then, and then only, will you realize that \$1375 marks the utmost investment

that any one need make for the utmost in automobiling.

And please don't accept this statement lightly or too skeptically. At least do yourself justice by checking up the facts.

So let us make you a definite proposition. Go to the show room of the Paige dealer where this new car is on exhibition. Ask him to give you a thorough demonstration over any road conditions that you may select.

Then, when you return to automobile row, drive the Paige right up along side any motor car that is now offered on the American market—and compare the two feature for feature.

See for yourself whether the Fairfield is lacking in any one detail that argues for greater efficiency, comfort or luxury. See if any car—at any price—can offer more intrinsic value than the Fairfield at \$1375.

If we have overstated our case, you will know it just the minute that you have completed such a comparison. If, on the other hand, we are right—and we sincerely believe that we are—then you will have done yourself a real service and we shall both be the gainers.

Surely no proposition could be fairer than this. Surely no intelligent man can afford to purchase **any** car until he has made an impartial investigation of this kind.

Will you see the new Paige Fairfield today?

FAIRFIELD "SIX-46," SEVEN-PASSENGER, \$1375 f. o. b. Detroit
FLEETWOOD "SIX-38," FIVE-PASSENGER, \$1090 f. o. b. Detroit

PAIGE-DETROIT MOTOR CAR COMPANY, DETROIT, MICHIGAN

TOLTECK MOTOR CO., Inc.

Phone 5488

Southwestern Distributors
Toltec Club Bldg.

El Paso, Tex.

EL PASO WOMAN STARTS A LONG NON STOP RUN



While Frank J. Langan and wife, of this city, were in Tia Juana, Lower California, on their summer vacation, the Maxwell non-stop record holding car was started on another long journey—from Tia Juana, Mex., to Douglas, B. C.—with the intention of making the trip without stopping the motor. Barney Oldfield and Jack Griffith were in charge of the ceremonies at the start and paid Mrs. Langan the honor of riding in to start the motor for the long trip, which has not yet been finished.